



## Netherlands – Avid Readers

*These databases consist of* Dutch mail order buyers who have purchased books on business and other professional topics, and are subscribers to magazines and periodicals; 73% of these Dutch pay by credit card.

*Sourced from* international mail order companies and periodicals' client databases.

### SEGMENTS

127,665	Mailing List	\$190/M
108,515	Telemarketing List	\$190/M
39,576	Fax List	\$190/M
15,319	Email List	\$190/M

### GEOGRAPHY

Netherlands

### MINIMUM ORDER

Quantity: 5,000

### METHOD OF ADDRESSING

Email Delivery *FREE of charge to mail house*  
Floppy disc 15.00/F each  
CD-ROM 50.00/F each  
Labels 15.00 / M  
Courier charges: at cost, Key Coding available

### RECOMMENDED USAGE

Business and Economic Literature  
Conferences, Seminars, Workshops  
Information Technology Products and Services

### SELECTS

Gender, ZIP Code, Recency,  
Nationality: Dutch/Foreigner  
Address: Business/Private  
Monthly income

All Selects: *FREE of charge*

### UPDATE FREQUENCY

Every 3 months

### DELIVERY

48 hours

### COMMISSION

Broker: 20%  
Agency: 15%

### UNIT OF SALE

n/a

### SAMPLE REQUIRED



## **Avid Readers**

52,651	Book Buyers – Business and Other Professional Topics
5,932	Books Written in Foreign Languages – Mail Order Buyers
38,954	Magazines and Newspaper Subscribers – Business Addresses
30,128	Magazines and Newspaper Subscribers – Private Addresses

[Please contact us for detailed information on the above selects.](#)